



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

March 1980

SUMMER SPORTSWEAR: SHORT AND PLAYFUL

THE MESSAGE IS SHORT: Short skirt, short pants, short-shorts
THE MESSAGE IS BOLD: Hot pastels, clear brights, black/white...
tropical prints, oversize florals
THE MESSAGE IS MADRAS: Traditional and updated colors...Other Preppy
favorites: Oxford, seersucker, cord

SKIRTS are full and swing, knee-grazing or thigh-skimming. Worn with T-shirts, they look young and Preppy; teamed with bandeau-or tube-tops, they look like sundresses: Flounced, ruffled Oxford (Blassport), thigh-high denim (Cathy Hardwick), contrast-band knee-skimmer (Oscar de la Renta), terry skimp (Perry Ellis).

SUNDRESSES in solids and Madras plaids are bare-ly new: Smocked Madras, ruffled skirt (Richard Assatly), solid, wrap-tied bodice, circle skirt (Stephen Burrows), tube-top culotte (Blassport).

PANTS go to any length--short, knee, Capri. Teamed with solid tops, printed pants look new in plaids, stripes, Madras, tropical prints. Baggies continue, but have peaked: Short pants, black or white cotton (Burrows), wide-leg ankle pants striped, jumpsuit, solid (Ellis), tropical baggies (Daniel Laurent), short Madras jumpsuit (Assatly), flared cotton culottes (Carol Horn), short cotton jodphurs (DDDominick).

SHORTS are briefest. Worn with a bandeau or T-shirt, many also sport a matching jacket. Bermuda and mid-thigh lengths look playful and new: City shorts/striped cotton-knit sweater-set (Blassport), ombre-striped shorts/matching bra-top (Mitchell Gross/Portfolio II), cotton-tweed mid-thigh shorts/matching shirt (Willi Smith), Bermuda-length baggies (Bern Conrad), ruffled sweat-shirt shorts set (Mrs. H. Winter), terry tube-top sunsuit (Perry Ellis), tropical print shorts/40's midroff top; linen shorts/shirt (Pinky and Diane).

FASHION INTERNATIONAL HIGHLIGHT

FALL OVERVIEW

Knits in all classifications
Tactile wovens
Skins - Real...Simulated
Contrast of textures...Plain/Fancy
...Smooth/Shaggy
Colors - Combinations of brights
...Plaids...Tweeds...Intense
accent shades, Purple, Mallard
New Color Directions - Winter White
..."Perry Ellis" Pastels...Dyed-
To-Match in offbeat colors
Patterns - Herringbone, Houndstooth
Check...Knitted & Quilted Chevron
Prints - Spaced...Placed...Print-on-
Printed-Grounds...Miniature
Florals...Conversational...Large
Florals...Animals...Silk Screening
...Airbrushing
Preppy Classic Investment Clothes
Suits - Jackets/shirts...Related
Color/Texture...Pantsuits with
Pleated Trousers...Skirt Suits
with skirts and move via godets,
pleats...Walking Suits
Newest Jackets - Cardigan...Cropped
...Outerwear...Pea Jacket...
Parker...Fake Fur
Newest Blazer - 1-button closing, no
closing...stand-up collar...
outerwear blazer
Dresses - Dress/novelty jacket...
Chemise...Dressmaker with French
schoolgirl details...Shirt dress
...sweatshirt dresses... 1-, 2- &
3-piece sweater dresses

SUMMER LOUNGEWEAR: CLOTHES FOR ALL REASONS

Summer loungewear goes multi-purpose. The same trends as seen in sportswear market--flirty sundresses, Preppy shifts, shorts and rompers, jumpsuits and Baggy jeans--make loungewear too deliriously wearable to hide behind closed doors. A hot pastel palette, tropical prints, color blocks and slices, in terry and knits, are all geared to public appearance outdoors.

SUNDRESSES make their way from patio to pavement.

Prints: Astro-geometrics in black/white, bright pastels (Bill Tice), tropical border (Craftex).

Color Blocks: Wrap front (Alternatives), with Lycra spandex top (Saybury), color-slice pull-on (Vanity Fair) -- sheared terry, contrast color on bodice (Albert Nipon/Swirl).

Solids: Navy, anchor applique (Geoffrey Beene/Swirl), "Laundry Bag" dress (Jones, N.Y.), scoop back (Concept 80).

PREPPY has a casual, campus-style attitude.

Shifts: Madras button-down (Jones), sleeveless terry "crocodile" (Barad) -- rugby striped dress, webbed belt (Clovis Ruffin/Boutique Industries).

Playsuits: Striped, side button closing (Concept 80), awning stripe, matching jacket (Craftex) -- terry romper, button-down contrast collar (Jones).

PLAYSUITS AND ROMPERS, in short or knee-tickling lengths, are hot items.

Rompers: Ultra-terry (Lorraine), poodle-terry strapless (Flair), color-slice terry strapless (Barad), anchor-trim cotton knit (Beene).

Playsuits: Color-block, elasticized waist (Craftex), solid cotton-knit.

Two-Piece: Stencil-printed terry tube/shorts (Flair), cotton-knit set (Beene).

JUMPSUITS and PANTS are to wear everywhere.

One-Piece: Bateau neck sweatsuit (Beene), Ultra-terry jogger (Lorraine), color-slice terry; stencil-print jogger (Flair), ribbed terry sleeveless V-neck (Barad), terry bustier jumpsuit (Craftex).

Two-Piece: Bright hopsack Baggies/reversible quilted jacket, puffed sleeve or sleeveless; attached camisole/drawstring waist pant (Tice), sheared terry extended shoulder wrap top/slim-leg pant (Nipon), diagonally striped terry warmup; tropical orchid print tunic/solid tapered-leg pant (Craftex).

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BOUTIQUE BEAT: THE AFFORDABLES

SHARON BOVAIRD, 927 Madison, 73rd-74th St. (288-4749); & 1116 Madison, 83rd St. (794-8865). Geared to the sophisticated working woman, look is fashionable but not trendy. Sweaters from SWI and Fenn Wright & Manson; Finity jackets & pants; handmade sweaters from London. Palizzio, Andrew Geller shoes (927 Madison only).

SUZUYA, 130 East 59th (688-8835)
This trendy boutique caters to the advanced-sportswear customer. One of the first shops to carry baggy jeans, the style is carried in a variety of colors and fabrics. Also,

primary bright sweaters from Sara Arizona, hi-tech look jumpsuits from Roberto Ronaldo and separates from Willi Smith for Willi Wear. Hundreds of fantastic hair ornaments, pins and belts.

FEATHERS & STEINBERG, 243 E 60th (838-8870)
Workable clothes for the busy woman in an elegant, quiet ambiance, includes knitwear from Overtures and Adrienne Vittadini, skirts from Elyse and Vanities, and silk blouses from Chinoiserie and Blousecraft. All the separates can be coordinated with other items in the shop, and accessorized with Calvin Klein handbags and a small but interesting selection of belts, feathers.

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PARIS FIELDS THE "SWING-SHIFT" FOR SUMMER

Spring-Summer '80 collections showed a remarkable unanimity of direction:

THE "SWING-SHIFT" hangs straight over the torso, then swings out via ruffles, flounces, godets, kick and cartidge pleats, scallops, circle hems

LENGTHS: The knees, si; the minis, non

JACKETS REIGN over matched or unmatched skirts, over dresses, pants. Boleros bell-hops, spencers; the cropped jacket buttoned only at waist is #1, with soft collars or crisply contrasting revers; look of the lighthearted girlish innocence rather than the tailored couture sophistication.

BLACK/WHITE, followed by navy/white, is the big color message. Biggest patterns are bold STRIPES, allover or marking hems, hips, lapels, cuffs, frequently asymmetric; dots, from polka to platter size; checks, waves, squiggles.

THE FLOWERS OF FRANCE: In PRINTS--large hot-house blooms au-natural, on white grounds; smaller blossoms in white, on black grounds; white daisies, some over-printed on a field of white dots. As SHAPES--in hems, collars sleeves. As TRIMS

FORMALS: Floor-length, or ultra short front, with train

THE DETAILS: SLEEVES are minimal, or non-existent, even on jackets. Face-flattering LINGERIE COLLARS. TIERS, and tier-like short TUNICS persist. Touches of EMBROIDERY, glitter-BEADING. Chief FABRICS: LINEN, crepe, crepe de chine, mousseline, Gazar. COLORS: Black/white, navy/white; bright-bright yellow; bright-bright red.

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FASHION INTERNATIONAL FINDS

JHANE BARNES, 21 West 38th Street (921-2442)

Designer sportswear (& menswear). Dramatically simple separates in hand-loomed fabrics have a bolder, architectural look that makes this one of the most advanced sportswear collections. The "spacy" shapes feature unique detail giving a smooth, slim silhouette.

CATHERINE HIPPE, 49 West 27th Street (683-7644)

Contemporary sportswear. Sharp, angular shapes in a futuristic mood -- the signature of this young, avant-garde designer. The intriguing, forward silhouettes are the result of geometric cut, intricate workmanship. The look is in keeping with contemporary European designers.

MARCASIANO, 533 Canal Street (226-6809)

Designer knitwear. Quality is the key to this innovative collection that hangs well with contemporary European designers. Classic styling combines with textured yarns, bold colors to create a look of casual elegance. Jewelry closings, buttons and belts designed by Robert Lee Morris of ARTWEAR are an integral part of the clothes.

ST. SIMON, 498 Seventh Avenue (564-2171)

Better after-five/occasion dresses. Designed in Italy by a famous but anonymous "name" --made in Hong Kong silk. European-designer look dresses and blouses feature contemporary, elegant, feminine silhouettes with attention to detail not normally found in this price range.

RONALD SHAMASK/MOSS, 860 Madison Avenue (734-6378)

Designer dresses/separates. Pure, simple, architectural shapes -- often made of intricately constructed rectangular and square pieces of fabric, giving this collection a strong oriental "origami" feeling. Emphasis is on exquisite cut, fabric and detail resulting in impeccable perfection.

NORMA WALTERS, 66 West 38th Street (840-7677)

Designer dresses. Contemporary, feminine silhouettes in imported fabrics make this a quietly exciting line for the lowest price point in a couture area. Fine details -- python belts, mother-of-pearl buttons and belt buckles, elasticized waists on skirts and pants. Also, innovatively designed, softly constructed ultrasuede.

CALIFORNIA COMES OF AGE IN CONTEMPORARY SUMMER COLLECTIONS

California fashions, like its wines, have matured. The artsy-craftsy looks have been replaced by soft, sophisticated styles that are closer in feeling to Europe than to Seventh Avenue. The pared-down collections are customer-oriented--concise and color-coordinated--easy to put together and to wear.

BODY-SKIMMING CHEMISE DRESSES are the favorites
PANTS and SHORTS, in a variety of lengths, are important here
CIRCLE SKIRTS make comeback ... T-SHIRTS continue strong
THE COLORS: Pale brights, black/white, Tropical prints: parrots, flowers. Floral prints and color blocks combine with matching solids
COTTONS: Knits, jersey, lawn ... But LINEN and SILK predominate

LIQUETTE: Dyed-to-match T-shirts and sportswear in 10 colors...cotton sateen trousers, baggies, blazers...cotton-knit or ribbed rayon "Beverly Hills" tank tops.

TERRIFIC CO.: Terry and sweatshirt tops, shorts, baggies and jog pants in hot pastels, gray and tennis ball beige..."#10" cotton knit group.

BIRD IN HAND: Durene cotton knit "Graphic Group" in hot colors...rayon crepe print skirts/matching collars worn with coordinated solid sweaters...striped Italian lawn separates worn with matching jewelry...asymmetric poly-cotton sateen jacket/knickers.

SUE WONG: Screened tropical print cotton-knit oversize sweatshirts, jumpsuits.

VALLUCIO: Sophisticated, European-look strapless jumpsuits, culottes and jackets in Italian fabrics.

MERCEDES & ADRIENNE: Elegant silk and cotton separates with floral appliques ...tucked silk blouses...linen Capri pants/battlejacket.

TENDERNESS: Suede separates and dresses-perforated, pleated, pompon-trimmed.

IRENE TSU: Tsuskin body suits, matching skirts, pull-on pants...hand-painted silk dresses and separates.

PHYLLIS SUES: Pastel multicolor cotton-knit dresses, jackets, sweaters...marabou-trimmed cotton sweaters...boucle-tweed chemise, padded shoulder.

CHRISTINE ALBERS: Printed Canton cotton dresses, jumpsuits, separates, with solid linen coordinates.

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